

Sullivan County NH

Type of meeting: Overview of Assisted Care Business Plan with Health Care Management Associates

Date/Time: Tuesday - April 25, 2006; 10 AM

Place: ~~Newport County Complex~~ – Commissioners
Conference Room 1st Floor.

Attendees: Commissioners Donald C. Clarke - Chair, Ben Nelson – Vice Chair and Ethel Jarvis - Clerk; Ed Gil de Rubio – County Manager; Greg Chanis – Facilities & Operations Director; Courtney Marshall – Health Care Administrator; Patti Koscielniak – External Care Coordinator; Mike Pulling – Health Care Management Associates and Sharon Johnson-Callum (minute taker).

10:10 The meeting began.

Mr. Pulling discussed

Phase I – Market Planning Overview – Mr. Pulling is planning a May 15th focus group market test, with several groups. His firm mailed 230 - 240 invitations, using lists from pastors and senior centers. Morse Switzer Environmental Health will be used to create boards for focus groups to show visual of building / landscape structure. He noted they have a senior design studio and Mr. Chanis indicated the firm designed the Health Care new showers. Mr. Pulling pointed out 5% of residents at the Health Care are from Vermont. Mr. Pulling also noted he was working on another continuum of care facility in Vermont and just wanted the Commissioners to know this, in case they thought it was a conflict of interest. Mr. Pulling then referred to flip chart presentation board and discussed the following.

General Background:

- Previous Study – CHA/Gerald Coogan, 166 assisted living units in 2005, there were six facilities compared to in the study, Coogan missed one facility only because they were not licensed – Summer Crest.
- Nursing and Rehab – Our key is our reputation. He canvassed business owners and individuals, receiving overwhelming positive response about Sullivan County Health Care. He discussed the responses he received.
- Site Options – Pulling noted that he met with Community Based Services of Claremont Inc, Andrew Fennelly, and Fennelly discussed a site their agency was considering off Maple Street in Claremont, by senior center – where they were thinking of building an assisted care facility. As it pertains to the Unity location - those not originally from county have different feeling – he discussed the responses. Mr. Pulling would use two sites as comparison in his focus groups.
- County Models – He noted Mr. Coogan suggested a few models in the CHA report. Mr. Pulling visited one of the centers and talked about how they

compared. He noted with any model the needs of county citizens must be met along with a good revenue flow.

Industry Trends:

- Active Longevity Increases – Pulling noted this was driven by couples and men, environment, falling mortality/disability rates, overall health physically and spiritually.
- Narrowing Gender Gap
- 50% Decline Mutli-gen
- Continuum and Services
- Ratings Up for CCRCs (Continue Care Retirement Community) - Though we would not be this type of facility, he indicated it's good to watch.

Market Dynamics:

- Resident Origin – Mr. Pulling handed out market analysis and discussed current ratios, the highest being 44% City of Claremont and greater Claremont. He briefed over the other percentages.
- Housing Values Up – Discussed Claremont rising costs due to people willing to commute.
- 73% Owner Occupied – County is higher than state.
- 213-393 Market Projection – Looked at a 10 mile radius.
- 17.3% Age 65+ - Assisted living would be high 80's, senior living would be in 70's. He pointed out that Sullivan County on the senior end is not a poor county.
- Competition
- Lack Continuum of Care

Regulatory/Approvals:

- Exempt from Land Use – County qualifies.
- County Property Tax Exempt
- N.H. Bond Bank – Aggregate group that could put this together.
- RC (Residential Care) /SRC (Supportive Residential Care) /AL (Assisted Living) Licensure
- Certificate of Need – Counties are subject to. He noted they could apply to the planning board for exemption.
- Medicaid Certified – He noted the County would probably be better off as partially state and federal.
- 501(C)(3) Corporation – Opens County up for foundation grants. Commissioner Clarke wants to make sure this is understood very thoroughly.

Conceptual Plan for focus groups, testing of:

- Aging-in-Place with A.L.
- Wellness, transportation – key/guest services, housekeeping, maintenance, dining services – hospitality orientated/nice dining room, activities program geared towards continuance of life, fitness
- Entry Fee and Monthly Fee – to reduce cost.

- Scholarship fund – if we can be 501(c)(3), we can raise money and if on HCBC this could be part of the entry/monthly fee.
- Apartments not “Suites” - modest one and maybe two bedrooms.
- Nursing and Rehab Priority
- Site Options

Next Steps:

- Complete overview Summary – will e-mail to Sharon
- Preliminary Business Plan – working on now
- FG Market Test – Planned for 5/15, have four sessions now set, these are usually a two-hour sessions with about 10 pages.
- Re-evaluate Business Plan
- Complete Report Draft – 6/15
- County Delegation – 6/12
- Final Report – With draft to County Manager by June 5th.

Commissioners commended Mr. Pulling for his work. Mr. Pulling noted at this point he feels this project is feasible and (per request of Commissioners to guestimate size) he would think along the lines of 40 units in first phase and an additional added 20 later.

Meeting adjourned.

Respectfully submitted,



*Ethel Jarvis, Clerk
Board of Commissioners*

EJ/s.j-c.